Examination Period 3: 2017/18

MKT301018N

Module Title  Marketing Management
Level  Six
Time Allowed  Two hours

Instructions to students:
• Enter your student number **not** your name on all answer books.
• Answer **three** out of **five** questions.
• Only work recorded in the answer books will be assessed.
• Neither books nor notes may be taken into the examination.

| No. of Pages | 2 |
| No. of Questions | 5 |
Questions

Answer **three** out of **five** questions. All questions are equally weighted.

**Question 1**
Explain the characteristics of an organisation which has a high **market orientation** as detailed by Narver and Slater (1990). Using examples, highlight the challenges faced by organisations who seek to become more market oriented.

**Question 2**
Piercy (2017) contends that a **revolution** in many markets demands a radical response. Explain the forces fuelling this revolution and the types of radical responses which are required by organisations. Use examples to illustrate your answer.

**Question 3**
Explain what is meant by **market sensing**. Using examples, critically evaluate the contribution that market sensing can make to enhancing management understanding.

**Question 4**
Piercy (2017) believes that traditional marketing departments have been poor at managing cross functional relationships. Use examples to illustrate and explain why effective inter functional relationships are important for organisations. Demonstrate why the relationship between sales and marketing is becoming especially crucial in creating and delivering value to customers.

**Question 5**
**Implementation**, **internal change processes** and **organisational factors** are just as important as a well thought out and effective marketing strategy. Critically evaluate the validity of this statement.